



Manitoba Liquor Survey

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Executive Summary

The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) frequently conducts prevalence surveys to gather information about Manitobans' knowledge and behaviours related to alcohol, gambling and cannabis. This research helps provide practical and accurate evidence to inform operational decision-making, legislative development and social responsibility initiatives.

In February 2025, the LGCA contracted Prairie Research Associates (PRA) to conduct a mixed-mode survey of a total of 1,500 Manitobans aged 18 and older. Between February 28 and March 19, 2025, PRA conducted an online panel survey of 1,411 Manitobans and 89 random-digit telephone surveys to supplement hard-to-reach populations. This survey asked Manitobans questions regarding their alcohol consumption, including motivations of use, behaviours around setting limits, awareness and adherence to national lower-risk guidelines and consumption of alcohol in combination with cannabis use and gambling activities. Manitobans were also asked to provide feedback to the LGCA on what kinds of public education messaging they think is important to improve public safety related to alcohol.

This report highlights significant findings from the Manitoba Liquor Survey. Throughout the report, data from prior LGCA surveys is included to track changes in Manitobans' alcohol-related use, knowledge and behaviours over time. Tracking these changes helps the LGCA monitor the evolution of alcohol use in Manitoba and ensures that our legislative and social responsibility initiatives are responsive to the changing needs of Manitobans.

For the purposes of this survey, a standard drink is defined as any of:



**12 oz./341 ml of beer, cooler
or cider
(5% alc./vol.)**



**5 oz./142 ml of wine
(12% alc./vol.)**



**1.5 oz./43 ml of hard liquor
(40% alc./vol.)**

HIGHLIGHTS

 **83% of Manitobans** reported drinking in the past 12 months, increasing slightly from 2022 (81%).

-  **Social factors** were the primary motivators for consuming alcohol, such as to celebrate or to be sociable.

Manitobans employ a variety of strategies to lower their risks when drinking, with the three most popular strategies used being:

- 1 pre-planning transportation**
- 2 eating while drinking**
- 3 limiting the number of drinks on one occasion**

 **Only 30%** of Manitobans indicated that they had heard of or were aware of either Canada's Guidance on Alcohol and Health (2023) or the Low-Risk Alcohol Drinking Guidelines (2011).

When asked what public education messages the LGCA should provide related to alcohol, Manitobans most often mentioned topics related to:

 **physical impacts**

 **health impacts**

 **how to consume responsibly**

Alcohol

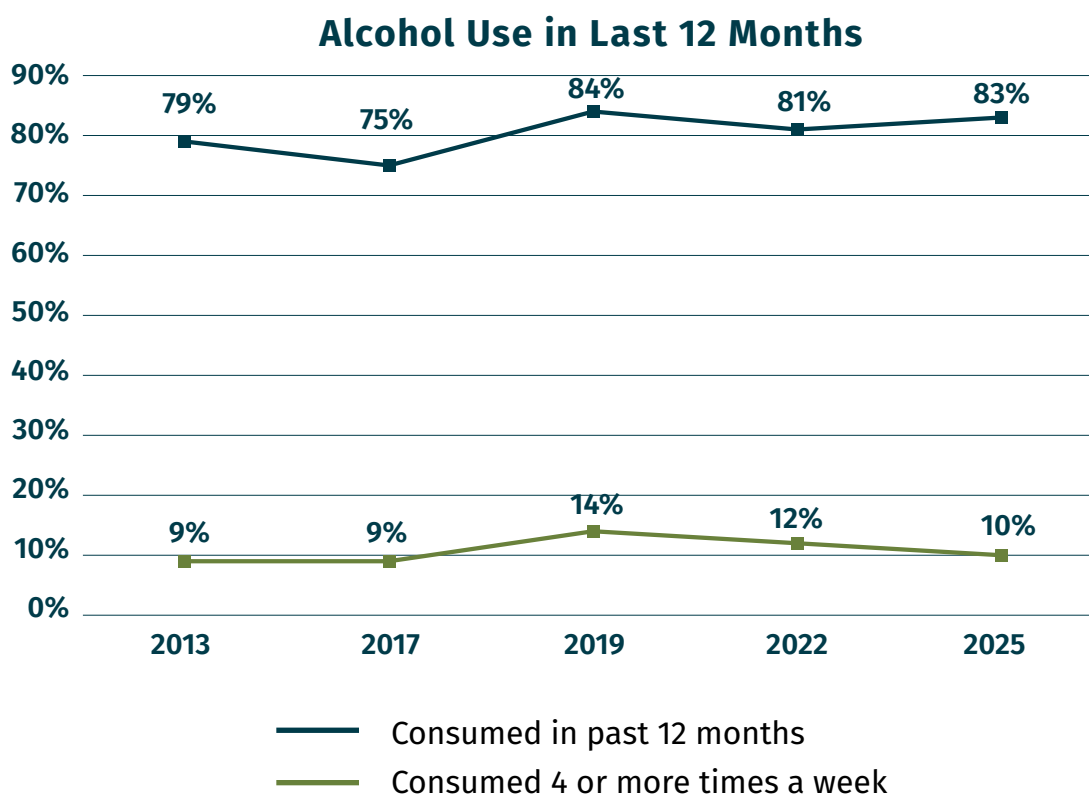
ALCOHOL USE IN MANITOBA

ALCOHOL USE IN LAST 12 MONTHS

In 2025, 83% of adult Manitobans reported that they had consumed at least one drink containing alcohol in the past 12 months. This increased slightly from 81% in 2022.

Key Demographic Differences.

The most likely age groups to report never consuming alcohol in the past 12 months were Manitobans aged 18 to 24 (20%) and 65 or older (22%). Generally, the number of drinks consumed per week increased with age. Only 5% of Manitobans aged 18 to 24 reported consuming four or more drinks per week, compared to 14% of those aged 65 and older. Men (25%) were more likely than women (11%) to report drinking two to three times a week and four or more times a week (12% versus 9%, respectively). Individuals living in Brandon (29%) and Northern Manitoba (32%) were more likely to report drinking two to three times per week, compared to those living in Winnipeg (15%) and Southern Manitoba (13%).



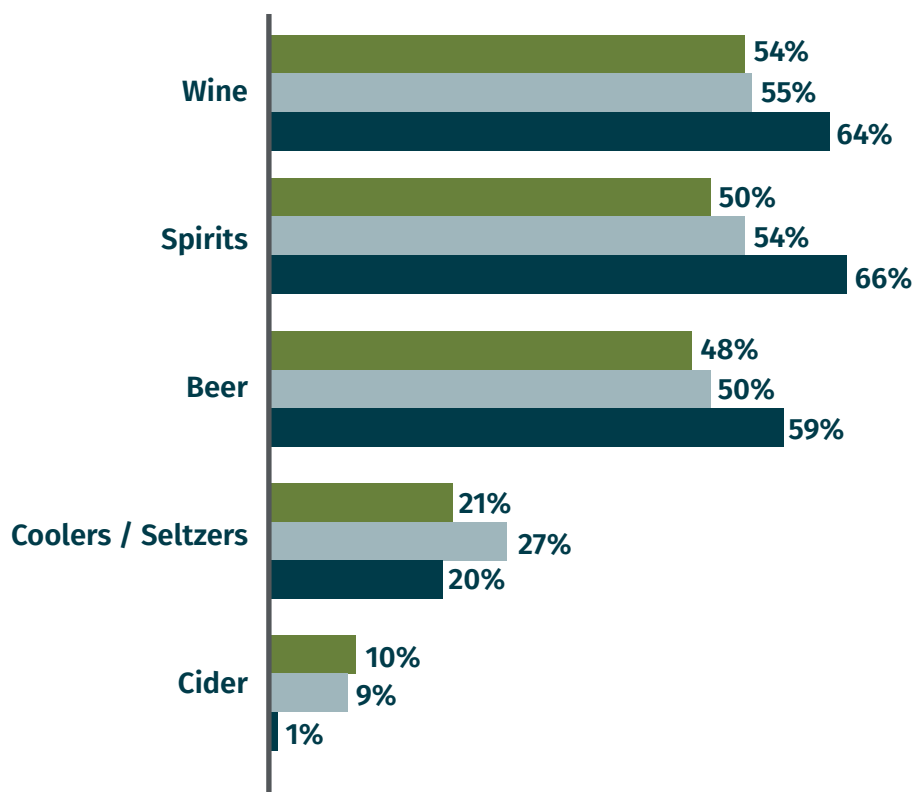
ALCOHOL CONSUMED MONTHLY

The types of alcohol that Manitobans normally (at least once a month) drink have remained relatively consistent from 2022 to 2025. There has been a slight decrease in the consumption of coolers / seltzers (from 27% in 2022 to 21% in 2025) and spirits (54% to 50%). Wine, spirits and beer remain the most common types of alcohol consumed, although notably, their popularity has trended downward from 2019.

Key Demographic Differences.

Age appears to influence the type of alcohol Manitobans typically drink. Coolers / seltzers are consumed most by Manitobans aged 18 to 24 (48%), with the popularity of these types of beverages decreasing with age (7% among those 65 and older). Men were more likely than women to report consuming beer (70% versus 28%) and spirits (56% versus 44%), but less likely to consume wine (50% versus 58%) and coolers / seltzers (14% versus 28%).

Types of Alcohol Consumed at Least Monthly



Note: Alcohol consumers could report more than one type of alcohol.

■ 2025 ■ 2022 ■ 2019

MOTIVATORS FOR CONSUMING ALCOHOL

Manitobans who reported drinking in the past 12 months were asked about 15 different reasons they may feel motivated to consume alcohol. The most common motivators for drinking were for social reasons, such as to celebrate or to be sociable. The primary motivations for drinking are consistent with prior LGCA surveys.

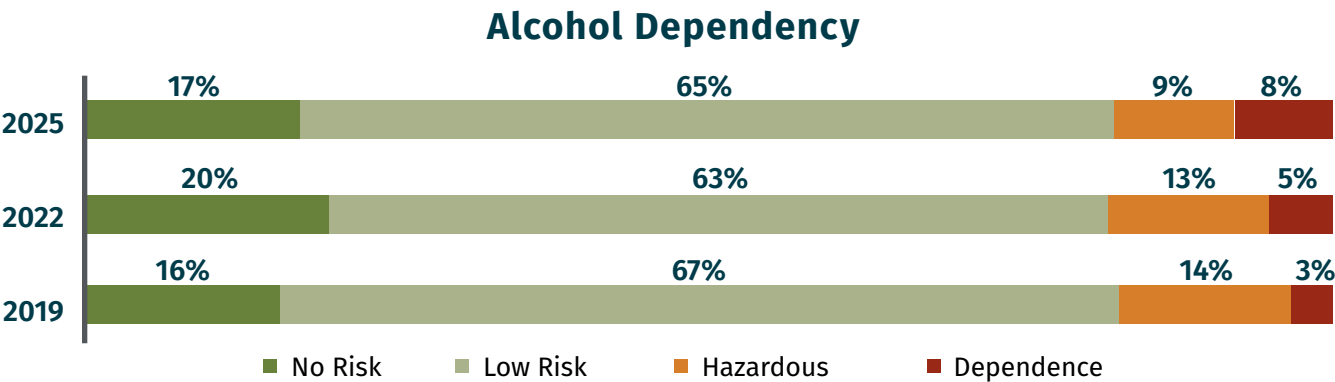


Note: Respondents could select more than one motivator.

ALCOHOL DEPENDENCE

The Alcohol Use Disorders Identification Test (AUDIT) consists of 10 questions that help identify potential alcohol dependence. According to the AUDIT, 8% of Manitobans identified as at risk of dependence in 2025. The percentage of individuals considered at risk of dependence has been increasing since 2019; however, it must be noted that percentages of those considered at no- to low-risk have remained stable over the years (82% in 2025 versus 83% in 2019 and 2022).

Key Demographic Differences. Younger Manitobans were more likely than their older counterparts to be identified as at risk of dependence. Men were also more likely to be identified as at risk compared to women.



LOWER-RISK DRINKING STRATEGIES

Manitobans' use of strategies to lower-risk when drinking has increased steadily from 2019 to 2025. The top three strategies that were either often or always used were pre-planning transportation (68%), eating while drinking (67%) and limiting the number of drinks on one occasion (63%). In 2025, the LGCA added the strategy "Make a point to drink lots of water," which 59% of alcohol consumers reported using.

Most Manitobans who consumed alcohol reported using more than one lower-risk strategy when drinking, with 82% indicating they always use at least one strategy, increasing from 2022 (75%) and 2019 (74%).

Key Demographic Differences.

Women (87%) were more likely than men (75%) to report using at least one strategy.

Use of Lower-Risk Drinking Strategies - Often or Always

			2025	2022	2019
	Pre-plan transportation	↔	68%	69%	66%
	Eating while drinking	↑	67%	59%	56%
	Limit the number of drinks on one occasion	↑	63%	59%	52%
	Make a point to drink lots of water		59%		
	Count or keep track of the number of drinks	↑	57%	50%	50%
	Refuse a drink	↑	56%	53%	54%
	Alternate between alcoholic and non-alcoholic drinks	↑	37%	32%	27%
	Consider age, body weight and health when determining limits	↔	34%	34%	30%
	Plan non-drinking days every week to avoid developing a habit	↑	31%	24%	19%
	Drink low-alcohol drinks	↑	27%	22%	15%

ADHERENCE TO LOW-RISK ALCOHOL DRINKING GUIDELINES

In 2011, the Canadian Centre on Substance Use and Addiction (CCSA) released the Low-Risk Alcohol Drinking Guidelines to inform Canadians about limits that could potentially reduce risks associated with drinking alcohol. Although CCSA has since updated these guidelines, the LGCA continues to collect data on Manitobans' weekly and occasional use. Continuing to track this data allows the LGCA to monitor trends in alcohol use patterns across years, and to examine binge-drinking / occasional events.

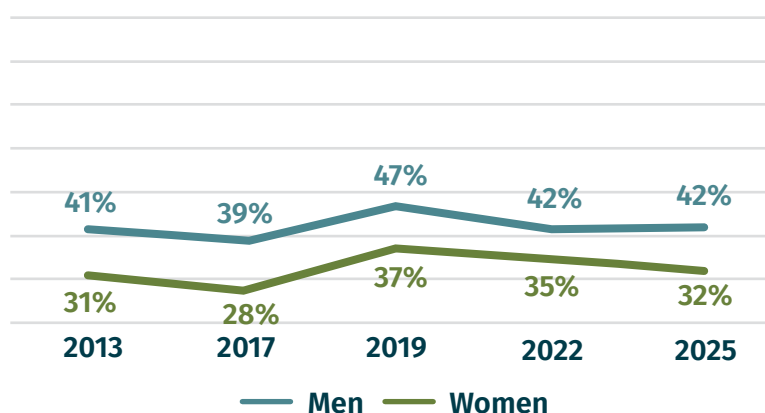
The Low-Risk Alcohol Drinking Guidelines establish the following guidance for women and men:

WEEKLY GUIDELINES

No more than 10 drinks for women or 15 drinks for men per week.

When assessed based on adherence to the weekly guidelines, men were more likely than women to report exceeding their recommended weekly limit (42% versus 32%).

Exceeded Weekly Guidelines by Gender

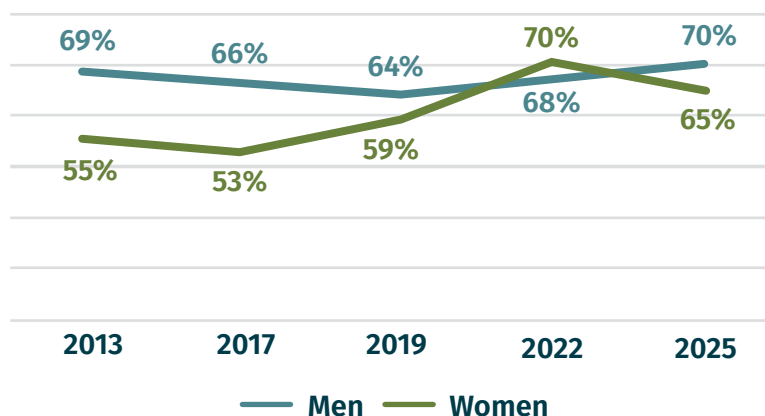


OCCASIONAL GUIDELINES

No more than three drinks for women or four for men per occasion.

Men were also more likely than women to report exceeding the occasional guidelines (70% versus 65%). While results have remained relatively stable, the proportion of women exceeding the occasional guidelines is trending upwards.

Exceeded Occasional Guidelines by Gender



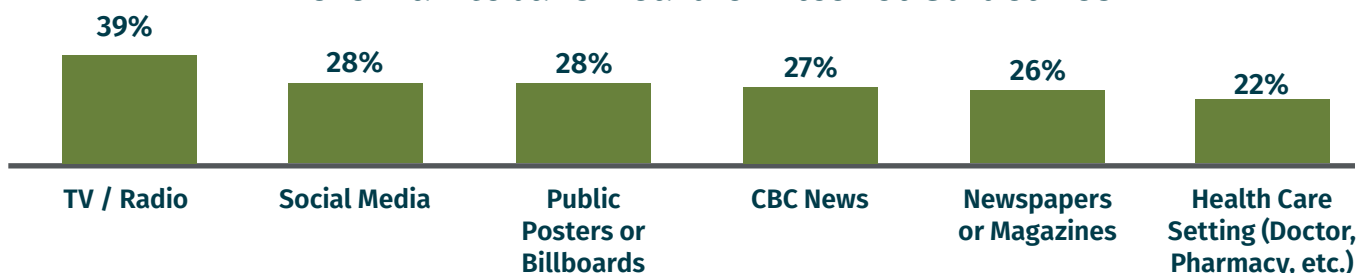
AWARENESS OF LOW-RISK GUIDELINES

New additions to the 2025 Manitoba Liquor Survey also included questions on Manitobans' awareness and adherence to established guidance aimed at reducing Canadians' risk of alcohol-related harms.

As mentioned, the Low-Risk Alcohol Drinking Guidelines suggest weekly and occasional limits for men and women to reduce risks associated with drinking alcohol. In January 2023, the CCSA released updated guidelines focused on drinking as a continuum of risk. The new guidance, referred to as Canada's Guidance on Alcohol and Health, asserts that the potential risks of alcohol use increase with the number of drinks consumed per week, with the likelihood of physical, health or social harms increasing above two standard drinks per week. The main emphasis is that any reduction of alcohol use is beneficial.

Only 30% of Manitobans indicated that they had heard of or were aware of either Canada's Guidance on Alcohol and Health (2023) or the Low-Risk Alcohol Drinking Guidelines (2011). Of those familiar with these guidelines, over one-third (39%) recalled hearing about them on TV or radio. Schools, workplaces and community organizations were recalled the least (about 8%).

Where Manitobans Heard of Alcohol Guidelines



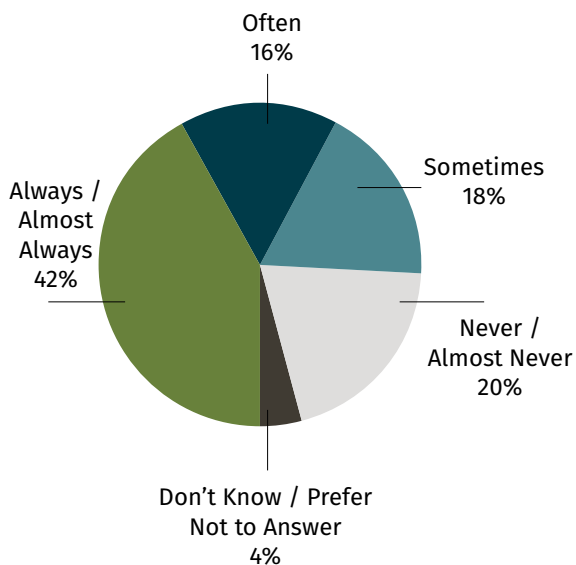
The survey asked those who reported consuming alcohol in the past 12 months how often they consumed two or less standard drinks per week, as recommended by Canada's Guidance on Alcohol and Health (2023).

Among drinkers, 42% indicated they always or almost always adhered to the guidelines of drinking two standard drinks or less per week, compared to 20% who reported never or almost never sticking to them.

Key Demographic Differences.

Manitobans aged 45 to 64 were most likely to report always or almost always (50%) sticking to the guidelines. Women (52%) were also more likely than men (31%) to report always / almost always adhering to the guidelines, as were less frequent alcohol consumers.

Adherence to Guidance of Drinking Two Drinks or Less Per Week





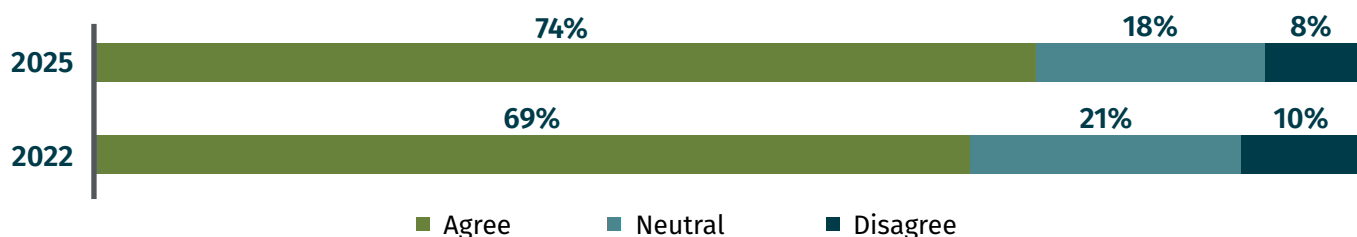
AGREEMENT THAT ALCOHOL SHOULD HAVE WARNING LABELS

Among all Manitobans, almost three-quarters (74%) agreed that there should be warning labels on alcohol about health risks of drinking alcohol, including 42% who strongly agreed.

Key Demographic Differences.

Support for warning labels on alcohol about health risks was highest among those aged 18 to 24 (85%) and 25 to 34 (81%). Women were more likely than men to agree that there should be warning labels on alcohol (77% versus 70%, respectively). Those who consume alcohol were less likely to agree with the necessity of warning labels (72%) than those who did not consume alcohol (85%).

Agreement that Alcohol Should Have Warning Labels



PUBLIC EDUCATION MESSAGING

As part of its social responsibility mandate, the LGCA develops various public education initiatives to educate Manitobans on lower-risk use and participation in the alcohol, gambling, cannabis and horse racing industries. To inform potential public education, the LGCA asks what the public should know in order to improve public safety in the industries the LGCA regulates. Feedback received helps direct these initiatives. For more information on recent public education campaigns, please visit [KnowMyLimits.ca](https://www.knowmylimits.ca).

When asked what public education messages the LGCA should provide related to alcohol, Manitobans most often mentioned topics related to physical or health impacts on individuals (e.g., how it impacts their health or its addictive properties) or how to use it responsibly (e.g., not to drink and drive or to drink in moderation). These results are consistent with prior LGCA surveys.

Top Messaging Needs Related to Alcohol



23%

**How alcohol
impacts health
/ body**



19%

**Don't drink and
drive / operate
machinery**



10%

**Risks / effects
of drinking**



9%

**Drink in
moderation /
not to excess**

ALCOHOL AND DRIVING

This year's Manitoba Liquor Survey included new questions related to alcohol consumption and driving. While programs and initiatives related to drinking and driving are outside of the LGCA's regulatory scope, it is important for the organization to understand the extent of the issue in Manitoba. Understanding the scope of the issue can inform public education or future policy decisions directed at reducing impaired driving. The questions below are taken from Health Canada's 2023 Alcohol and Drugs Survey (CADS). These questions define a 'Vehicle' as any motorized vehicle, including cars, trucks, sports utility vehicles (SUVs), motorcycles, boats or all-terrain vehicles (ATVs).

PASSENGER OF VEHICLE

All Manitobans were asked if in the past 12 months, they had been a passenger in a vehicle driven by someone who had two or more drinks of alcohol in the previous one hour. Most respondents (87%) indicated they were not a passenger of someone who recently consumed alcohol, compared to 9% who were.

These results are similar to findings from the CADS. In 2023, 11% of Manitobans said they were a passenger in a vehicle driven by someone who recently consumed alcohol.

Key Demographic Differences.

No significant age or gender differences were observed in the likelihood of being a passenger of someone who recently consumed alcohol. Respondents from Brandon (21%), however, were more likely to report being a passenger compared to other regions.

DRIVER OF VEHICLE

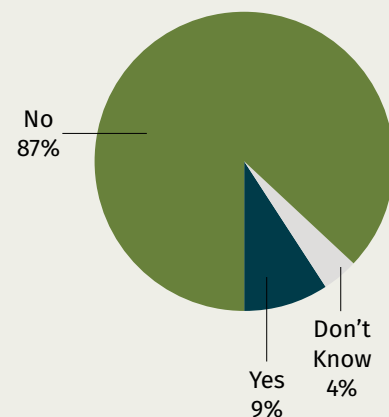
The survey then asked those who reported consuming alcohol in the past 12 months whether they had driven a vehicle after having two or more drinks in the previous one hour. Again, the majority of respondents (92%) reported that they had not driven a vehicle after recently consuming alcohol.

These results also align with findings from the CADS.

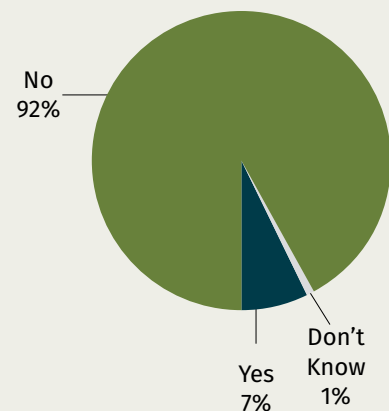
Key Demographic Differences.

Men were more likely than women to report driving after consuming two or more drinks in the past one hour (11% versus 3%).

Passenger of Someone Who Consumed Two or More Drinks in Past Hour



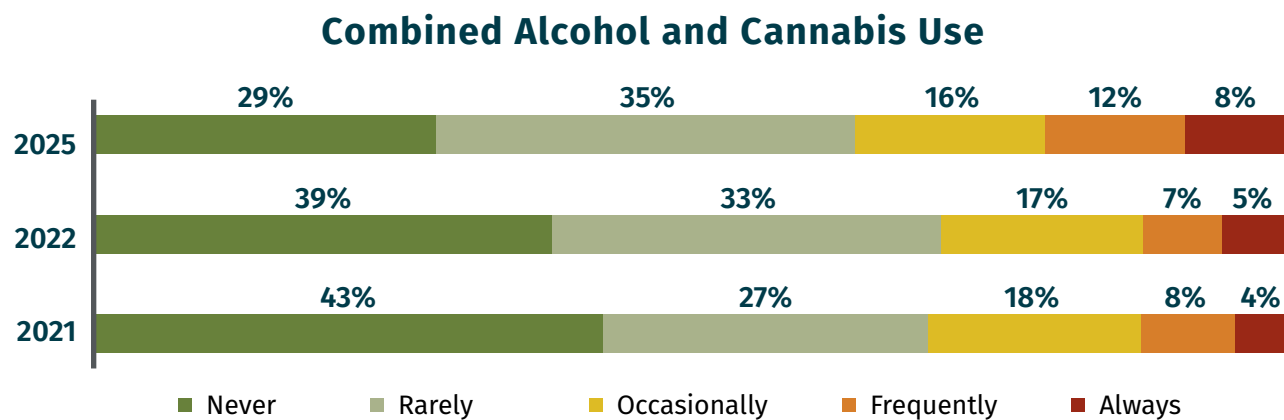
Driven After Consuming Two or More Drinks in Past Hour



ALCOHOL AND CANNABIS USE

All Manitobans surveyed were asked if they had used cannabis – either for medicinal or recreational purposes in the past 12 months. Among Manitobans, 22% reported using cannabis in the past 12 months.

Those who had reported cannabis use were also asked about the frequency of cannabis use in combination with alcohol in the past 12 months. 29% of cannabis users reported never using cannabis while consuming alcohol, while 8% indicated they always use them in combination. Comparing results to the LGCA’s Manitoba Liquor, Gambling and Cannabis Survey II (2023) and the LGCA’s Manitoba Cannabis Survey II (2023), the percentage of Manitobans that report using cannabis in combination with alcohol has increased.



ALCOHOL AND GAMBLING

The 2025 Manitoba Liquor Survey also introduced new questions assessing combined alcohol use and gambling. Among all Manitobans surveyed, almost half (48%) reported participating in gambling activities in the past 12 months, compared to 51% who did not.

Of those who participated in gambling activities, 63% indicated they never drank alcohol while gambling, compared to 2% who reported always doing so.



A FINAL THOUGHT

The 2025 Manitoba Liquor Survey is a new iteration of the LGCA's prior Manitoba, Liquor, Gambling and Cannabis Survey (2020; 2023). This survey, which was conducted every three years, collected information on Manitobans' knowledge and behaviours on three of the LGCA's regulated industries (alcohol, gambling and cannabis).

Recently, the LGCA redesigned the Liquor, Gambling and Cannabis in Manitoba Survey into three separate surveys, alternating between industries each year. Conducting smaller-scale annual surveys reduces the survey length and allows the LGCA to expand each questionnaire to include more topical variables for analysis. However, comparisons of trends in behaviours across surveys will continue to be tracked. The 2025 Manitoba Liquor Survey compares results to the Manitoba Liquor, Gambling and Cannabis Survey II (2023), Liquor, Gambling and Cannabis in Manitoba Survey (2020) and Manitoba Cannabis Survey II (2023).

Results from this survey contribute to the literature on alcohol consumption in Canada more broadly. Recently, there has been a noted interest in the drinking behaviours and alcohol-related knowledge among Canadians – particularly on consumption patterns post COVID-19 pandemic and following the publication of the new guidance by CCSA. Media has commented on an overall drop in long-term consumption, but a noted increase in the quantity of alcohol consumed. Further exploration and monitoring is required to determine long-term trends among Canadians and whether these trends are reflected in Manitobans' self-reported use of alcohol. However, our survey results do reflect broader findings that alcohol consumption is generally lower among younger Canadians compared to their older counterparts.



ACKNOWLEDGEMENTS

The LGCA is grateful to the Manitobans who participated in this survey and to PRA Inc. for their skilled data collection.

METHODOLOGY

The LGCA contracted PRA Inc., a social research firm, to conduct a mixed-mode survey of Manitobans 18 years and older, using an online research panel as the primary mode of conducting the survey. The sample was supplemented with a random-digit telephone survey to reach under-represented populations. PRA Inc. provided feedback on the questionnaire based on their expertise and telephone pre-tests (n = 5) to improve the flow and comprehension of survey questions.

Sampling techniques ensured representation from urban and rural regions of the province. The online panel survey took place between February 28 and March 17, 2025, with 1,411 completed surveys and an average completion time of just under 11 minutes. Response rate for the online panel was 24% (though there are no industry standards for calculating panel response rates).

Telephone surveying supplemented the sample in regions where the online panel would not meet desired quota (specifically in Brandon and northern regions). The telephone-sampling frame included both landline and cell phone numbers. The telephone response rate was 5% and average completion time for the survey was just over 12 minutes. Telephone fielding took place from March 12 to March 19, 2025, with 89 participants, for a combined total sample of 1,500.

Note: Dichotomous categories for gender are used throughout reporting. Due to the small number of respondents who identified as 'prefer to self-describe' (n = 3), this group was excluded from subgroup analysis. This decision was made to protect participant confidentiality and because the small sample size limited the reliability and interpretation of results. All respondents were included in the overall descriptive counts and analysis. The LGCA collects self-report data that reflects an individual's current gender identity, not their sex assigned at birth. The purpose of this is to reduce the collection of sensitive personal information.



Outcomes for the survey can be found in the table below:

	Online Panel	Telephone	Total
Total attempted (A)	9,263	3,769	13,032
1. Not in service/bounced	1,236	1,551	2,787
2. Fax	-	39	39
3. Business or non-residence	-	72	72
Total eligible (B)	8,027	2,107	10,134
4. Busy	-	84	84
5. Answering machine	-	928	928
6. No answer	5,938	494	6,432
7/8. Language/illness/incapability	-	19	19
9. Eligible respondent not available	-	82	82
Total asked (C)	2,089	500	2,589
10. Household refusal	-	150	150
11. Respondent refusal	-	241	241
12. Qualified respondent break off	165	5	170
Cooperative contacts (D)	1,924	104	2,028
13. Disqualified	513	15	528
14. Completed interviews	1,411	89	1,500
Refusal rate = (10+11+12)/C	165/2,089 = 8%	396/500 = 79%	561/2,589 = 22%
Response rate = D / B	1,924/8,027 = 24%	104/2107 = 5%	2,028/10,134 = 20%

MORE INFORMATION

The LGCA is created by The Liquor, Gaming and Cannabis Control Act (the Act). The Act and associated regulations establish and empower the LGCA to regulate liquor, gaming, cannabis and horse racing in Manitoba. In addition to public education, the LGCA's mandate includes independent and collaborative research related to the liquor, gaming, cannabis and horse racing industries. Research results inform policy advisory activities, operational programs and services and social responsibility initiatives.

For more information about this publication or about the LGCA, visit our website, LGCamb.ca, or contact us at research@LGCamb.ca or 204-927-5300.

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Available in alternate formats, upon request.